

MARKETING SOLUTIONS

print | online | mobile

January:

- ☐ Salute to Corn
- ☐ Healthy Living
- ☐ Cow-Calf Conference
- ☐ Profiles
- ☐ Welcome Home-RE



February:

- ☐ The Souce
- ☐ Valentine Section
- ☐ Wedding Section
- ☐ Welcome Home-RE



March:

- ☐ Ottumwa Life
- ☐ Progress
- ☐ Spring Home Improvement
- ☐ NCAA
- ☐ Welcome Home-RE



April:

- ☐ 101 Things to do
- ☐ Prom Page
- ☐ Spring Sports
- ☐ Welcome Home-RE



May:

- ☐ Salute to Beef
- ☐ Mother's Day
- ☐ Graduation
- ☐ Welcome Home-RE



June:

- ☐ Medical Directory
- ☐ Best of Southern Iowa
- ☐ Summer Sports
- ☐ Chamber Guide
- ☐ Welcome Home-RE



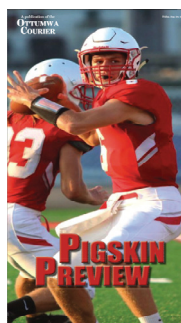
July:

- ☐ Back To School
- ☐ Salute to Soybean
- ☐ Century Farms
- ☐ Ottumwa Life
- ☐ Welcome Home-RE



August:

- ☐ HS Pigskin Preview
- ☐ Business Directory
- ☐ Welcome Home-RE



September:

- ☐ Fall Sports
- ☐ Hometown Heroes
- ☐ Pigskin Picks Contest
- ☐ Senior Lifestyle Directory
- ☐ Welcome Home-RE



October:

- ☐ Breast Cancer Awareness
- ☐ Senior Expo Event
- ☐ Halloween Page
- ☐ Salute to Pork
- ☐ Welcome Home-RE



November:

- ☐ Holiday Happenings & Gift Guide
- ☐ Veteran's Day
- ☐ Holiday Ottumwa Life
- ☐ Winter Sport
- ☐ Black Friday Ad Wrap
- ☐ Welcome Home-RE



December:

- ☐ Chamber Map
- ☐ Seasons Greetings
- ☐ Calendar
- ☐ Our Gift Section
- ☐ Welcome Home-RE



2019 Ottumwa Courier

RATE CARD

MISSION STATEMENT

The Ottumwa Courier and OC Current are here to help your business capitalize on local growth by researching your target audiences faster and more cost effectively than any other local media.

READERS OF THE OTTUMWA COURIER

Daily Circulation (Tues-Sat) 7000 OC Current Circulation (Wednesday) 17600 Readership (2.1 per paper)
17,010 Digital Audience (Monthly) 500,000 Page Views 93,000 Unique Visitors

Ottumwa Courier

Current
Corriente
Wednesday, June 22, 2016 • A product of the Ottumwa Courier

213 East 2nd Street | P.O. Box 2961 | Ottumwa, Iowa 52501 | P: (641) 684-4611 | F: (641) 683-4118

OTTUMWA COURIER MAGAZINE PRICING

	1 ISSUE	3 ISSUES	5 ISSUES	8 ISSUES
FULL	\$1,100	\$850	\$750	\$650
HALF	\$650	\$550	\$450	\$400
QUARTER	\$550	\$450	\$350	\$300
EIGHTH	\$350	\$290	\$225	\$200

---EACH AD INCLUDES 10,000 DIGITAL IMPRESSIONS---

OTTUMWA LIFE: MARCH, JULY, OCTOBER, DECEMBER (HOLIDAY EDITION)

THE SOURCE: FEBRUARY, 101 THINGS: APRIL, CHAMBER GUIDE: JUNE, SENIOR GUIDE: SEPTEMBER

retail advertising



DOLLAR VOLUME CONTRACT

per column						
inch rates	OPEN	\$500+	\$1000+	\$2500+	\$5000+	\$10,000+
Daily Rate . .	\$17.25 . . .	\$10.00 . . .	\$9.00	\$8.50	\$8.00	\$7.50
OC Current Pick-Up Rate	\$5.00 pci					
OC Current Rate	\$7.00 pci					
Non-Profit Rate	daily \$10.25					
National Rate.	daily \$14.66					
Political Rate	daily \$13.65					
Full Color	\$3.50 pci					

DIGITAL OPTIONS

- Ottumwa Courier Online + Mobile
- Run of Site . . . \$15.00 cpm Section \$18.00 cpm
- Wallpaper (Desktop Only). \$100/day
- Homepage Takeover (Desktop Only) \$150/day
- Daily News/Breaking News Email Blast \$250/mo

NEW Next Generation Digital Options

Behavioral Targeting, Category Contextual Targeting, Site Retargeting, SEO, Maps and Directories, Pay per Click, Websites, Facebook ads, Facebook Promotion, Mobile Geofence and Follow, Event Targeting

Digital Sizes

- Ottumwa Courier- 300x600, 300x250, 320x50, 300x50, 728x90
- Next Gen- 320x480, 300x250, 320x50, 300x50, 728x90, 160x600
- Homepage Take Over- 1770x1000, 1600x1000, 300x250, 728x90, 950x250, 950x45

OTTUMWA COURIER

Connecting24-7 print | online | mobile

preprints

Preprint insertions offer a variety of preprint styles and options, which advertisers can use to target their best customers. Over 80% of daily newspaper readers read the inserts.*

RATES

INSERTIONS PER YEAR	1-8	9-12	13-25	26-51	52+
4 Tab	\$64/m	\$62/m	\$59/m	\$58/m	\$57/m
8 Tab	\$72/m	\$69/m	\$66/m	\$65/m	\$64/m
12 Tab	\$78/m	\$75/m	\$74/m	\$72/m	\$71/m
16 Tab	\$81/m	\$80/m	\$78/m	\$77/m	\$74/m
20 Tab	\$90/m	\$88/m	\$86/m	\$84/m	\$81/m
24 Tab	\$97/m	\$95/m	\$91/m	\$89/m	\$87/m
28 Tab	\$100/m	\$99/m	\$98/m	\$95/m	\$91/m
32 Tab	\$107/m	\$104/m	\$102/m	\$99/m	\$97/m
36 Tab	\$112/m	\$109/m	\$107/m	\$104/m	\$102/m
40 Tab	\$118/m	\$114/m	\$111/m	\$110/m	\$108/m
Single Sheet.....	\$48/m		Current.....\$50/m		

DEADLINES: Reservation required 7 days prior to insertion.

DELIVERY: The Ottumwa Courier
213 E. 2nd Street
Ottumwa, IA 52501

PHONE: (641) 684-4611

FAX: (641) 683-4118

EMAIL: rgutierrez@cnihi.com

*Full Run Required

*No zoning due to mail delivery

Mechanics

COLUMN WIDTHS

- 1 col = 1.583"
- 2 col = 3.292"
- 3 col = 5"
- 4 col = 6.708"
- 5 col = 8.417"
- 6 col = 10.125"
- Double Truck = 21"

Electronic Files

PROGRAMS ACCEPTED:

- Adobe InDesign CS6 or less
- Adobe Photoshop CS6 or less
- Adobe Illustrator CS6 or less
- QuarkXPress 8.0 or less
- Adobe Acrobat PDF Files

All electronic files must be in by the deadline stated in this rate card.

- PDF files must have ALL fonts embedded. All files need to be in Grayscale or CMYK color mode as well.
- Illustrator EPS and Illustrator files are accepted with fonts and artwork embedded (please convert all text to outlines).
- Quark XPress/Adobe InDesign Files: Include all artwork. Hard copy (included or faxed). Fonts may be included, but most likely will be substituted for similar fonts from our library. Windows fonts will be substituted.

Deadlines

Please reserve your space by the deadlines below.

TUESDAY AD
THURSDAY BY 5PM

WEDNESDAY AD
FRIDAY BY 12PM

THURSDAY AD
MONDAY BY 5PM

FRIDAY AD
TUESDAY BY 5PM

SATURDAY AD
WEDNESDAY BY 5PM

OC CURRENT
TUESDAY BY 12PM

TV GUIDE
MONDAY BY 10AM

TUESDAY AD
MONDAY BY 12PM

WEDNESDAY AD
TUESDAY BY 12PM

THURSDAY AD
WEDNESDAY BY 12PM

FRIDAY AD
THURSDAY BY 12PM

SATURDAY AD
FRIDAY BY 12PM

OC CURRENT
THURSDAY BY 3PM

TV GUIDE
WEDNESDAY BY 10AM

PICTURES/ARTWORK

- Grayscale pictures should be at least a resolution of 170 and color photos should be at least a resolution of 200 saved as EPS files. Tiff files are acceptable. Jpegs of 300 dpi can be submitted, but not recommended.
- Color: All color must be in CMYK format. Please do not use Pantone, spot or RGB formats.
- Word Documents are accepted for text and mock layouts, but will be rebuilt. Please DO NOT send photos and artwork in a Word document, the quality of the extraction will not be great. Publisher files are not accepted.

REMOVABLE MEDIA

We accept CDs and Flash/Jump Drives. Or you may send your files (3MB or less) electronically by email: intsales@ottumwacourier.com.

FTP site available upon request.

GENERAL POLICY <ul style="list-style-type: none">Thirty-day notice of rate revisions will be provided.Every effort will be made to comply with requests for specific advertising position, but acceptance of space orders does not imply nor guarantee position. Should position request not be honored, it will not constitute cause for adjustment, refund or rerun.Adjustment of Errors: It is the responsibility of the advertiser to check each insertion of an advertisement. On consecutive run advertisements, no adjustments will be made by the publisher for errors not corrected after the first day. The Publisher accepts no liability or responsibility for failure to insert an advertisement. The Publisher accepts no liability for any error in an advertisement, regardless of course, except for the cost of the space actually occupied by the error. The Publisher reserves the right to revise or reject, at its opinion, any advertisement deemed objectionable by the Publisher in subject matter, phraseology or composition, or to classify any advertisements. All ads subject to credit approval.Advertiser assigns all right, title and interest in layouts, illustrations, paste-ups and printed ads which represent the creative effort and composition of the newspaper to the Ottumwa Courier.Indemnification. The Ottumwa Courier will not knowingly accept or publish material that is in violation of the law. Advertiser and Agency state that either has the authority to place the advertisement and agree to assume joint and individual liability for contents of all advertisements printed, as well as claim arising therefrom made against the Ottumwa Courier. Advertiser and Agency agree to jointly and severally identify and hold harmless the Ottumwa Courier, its officers, servants and employees from all costs, including reasonable attorney fees of the Ottumwa Courier, caused by publication of any advertisement placed by Advertiser or Agency. Such claims include, but are not limited to, those arising from material which is alleged to be defamatory, in violation of copyright or trademarks or invasive of the privacy of another, regardless of whether such claims are ultimately found to be without merit. It is agreed that the Ottumwa Courier advertisement accepted by publisher is to appear if such failure is caused by circumstances beyond the control of the Ottumwa Courier, including, without limitation, acts of God, fires, strikes by newspaper's employees or the employees of other, lockouts, accidents, postal delays, forces majeure, inability to obtain newspaper, and acts of Government.	CREDIT & RATE POLICY <p>All Classified categories may require prepayment. If in doubt, please call the Classified Department. All classified display ads require prepayment in the absence of established credit terms. Commercial rates apply to commercial business and applicable classifications, i.e. Help Wanted, Rentals, Real Estate for Sale, etc. Classified line rates are discounted by consecutive insertions.</p> COMMISSION & TERMS OF PAYMENT <ul style="list-style-type: none">Retail advertising rates on this rate card are non-commissionable and available only to retail sales or service establishments dealing directly with the public.CASH WITH COPY UNTIL CREDIT APPLICATION IS APPROVED - NO CASH DISCOUNTS ALLOWED.All charges due by the 15th of the month following billing.Billing period runs from the 1st of the month through the end of the calendar month.Earned rates are based on total paid lineage during billing period. Half-lineage repeats are credited at half of the lineage in the ad.Payments accepted in U.S. funds only. POLITICAL ADVERTISING POLICY & GUIDELINES <p>Advance payment in full is required. Advertising must carry the words "Paid Political Advertisement" and the name and address of the organization responsible for placement of the ad. Any political advertising which directly or indirectly mentions opposition must be published in time to give opposition an opportunity to reply.</p> REPRESENTATIVES <p>Iowa Newspaper Association</p>
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retail advertising



WEEKLY PRIME POSITIONS

	OPEN	13x	26x	52x
Daily Front Page 6x1.5 Full Color	\$150.00	\$125.00	\$100.00	\$75.00
Sports Front Page 6x1.5 Full Color	\$150.00	\$125.00	\$100.00	\$75.00
Daily Obituary Page 6x1.5 B&W	\$200.00	\$150.00	\$100.00	\$50.00
Daily Weather Page 6x2 Full Color	\$200.00	\$150.00	\$100.00	\$50.00
Dining Guide 3x5 Wed Full Color	\$80.00	\$73.00	\$66.00	\$60.00
NASCAR Page 3x4 B&W	\$100.00	\$90.00	\$83.00	\$75.00
Post-It Note Ad 2.5"x2.5" Full Color	\$200.00	\$175.00	\$150.00	\$100.00
Page A1 ad 1x3 Full Color	\$155.00	\$130.00	\$105.00	\$55.00
Athlete Profile Sponsor 1x3 Full Color	\$50.00	\$35.00	\$30.00	\$25.00
Mini Page 6x2 Full color	\$200.00	\$180.00	\$165.00	\$150.00
Sudoku Sponsorship 2x2 B&W	\$75.00	\$55.00	\$45.00	\$25.00
Classified Banner Strip 6x1.5 B&W	\$75.00	\$55.00	\$45.00	\$25.00

classified advertising

DOLLAR VOLUME CONTRACT

per column				
inch rates	OPEN	\$2,500+	\$5,500+	
Daily Rate	\$15.10	\$13.20	\$12.00	
Weekend Rate	\$16.61	\$14.52	\$13.20	
Pick-up into OC Current	\$25.00			

THANK YOU / HAPPY ADS

per column inch rates	
Daily Rate	\$8.50
Pick-up into OC Current	\$25.00

EMPLOYMENT GOLD PACKAGE

	3-DAY	7-DAY	14-DAY
Flat rates	\$534.00	\$581.00	\$802.00
Includes 3, 7, 14 day print ad 2x5, plus 30-day monster.com ad, OC Current and ottumwacourier.com			

PRO-SERVICE DIRECTORY

flat rates	4-WEEKS
4 wk commitment	\$150.00
Publishes Tuesday - Saturday in the Ottumwa Courier, Wednesday in the OC Current and on ottumwacourier.com	

